

ORDER



Orders
Order / Rev: 55719
Alt Order #: 08863465
Product Desc: NRCC IE 2012
Estimate: 3161
Flight Dates: 10/26/12 - 11/06/12
Original Date / Rev: 09/11/12 / 09/12/12
Order Type: CIA - O

KUCW-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: National Media Team
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: National Republican Congression
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-2
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$1,150.00	\$977.50
10/29/12	10/31/12	3	\$1,400.00	\$1,190.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$1,150.00	\$977.50	6.10
November 2012	3	\$1,400.00	\$1,190.00	7.00
Totals	5	\$2,550.00	\$2,167.50	13.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KUCW-TV	2%	\$2,550.00
Market	100%	\$127,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	17%	\$21,675.00
KSTU	37%	\$47,175.00
KTVX	8%	\$10,200.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	36%	\$45,900.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/27/12	10/27/12	Sa 1030p-12a	CM	1030p-12a	----- 1-	:30	1	\$600.00	P-1	3.30	NM	1	\$600.00
				Sa 1030p-12a											
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-			1			\$600.00		3.30			
E 2	KUCW	10/26/12	10/26/12		CM	630p-7p	---- 1--	:30	1	\$550.00	P-2	2.80	NM	1	\$550.00

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KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630p-7p											
				M-F 630p-7p											
				BIG BNG THEORY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--			1		\$550.00		2.80				
E 3	KUCW	10/30/12	10/30/12	M-F 630p-7p	CM	630p-7p	-1-----	:30	1	\$550.00	P-2	2.80	NM	1	\$550.00
				M-F 630p-7p											
				BIG BNG THEORY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$550.00		2.80				
E 4	KUCW	10/29/12	10/29/12	M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$425.00	P-1	2.10	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----			1		\$425.00		2.10				
E 5	KUCW	10/31/12	10/31/12	M-F 6p-630p	CM	6p-630p	--1----	:30	1	\$425.00	P-1	2.10	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$425.00		2.10				
													Totals	5	\$2,550.00